

# Proposed Special Interest Months (SIM) & Observances Designation Process and Calendar

Park Advisory Committee  
January 27, 2025



# What are “SIMs”?

- “Special Interest Months” (SIMs) and Observances are periods within the year that are designated to celebrate and acknowledge various ethnic and marginalized groups or focus on particular causes and efforts.
- SIMs include Heritage Months, Awareness Months, and Observances.
  - Heritage Month: Native American Heritage Month (November)
  - Awareness Month: Disability Awareness Month (October)
  - Observance: International Day of Peace (September 21)

# SIMs at the Park District

- The Park District has historically celebrated SIMs but does not have a Districtwide standardized process way to identify them.
  - <https://www.ebparks.org/we-celebrate>
- Staff requested the Office of Equity's support to develop a process that provides policy direction allowing for corresponding resource allocation.



## Black History Month

February



## Women's History Month

March



## AANHPI Heritage Month

May



## Pride Month

June



## Hispanic Heritage Month

September 15 to October 15



## Native American Heritage Month

November

# New Guidelines and Roles

- Board of Directors
  - Vote to approve the SIM calendar annually.
  - Identify and suggests appropriate revisions to SIM calendar.
  - Encouraged to identify individuals to recognize in alignment with SIMs.
- Park Advisory Committee
  - Review SIM calendar annually and provide feedback.
- General Manager
  - Ensure SIMs on calendar are implemented and resourced.
- Park District Divisions
  - Participate and develop programming for SIMs accordingly.

# Proposed 2025 SIM Calendar

## Months:

- Black History Month
- Women's History Month
- AANHPI Heritage Month
- Wildfire Awareness Month
- Pride Month
- Hispanic Heritage Month
- Disability Awareness Month
- Native American Heritage Month

## Days/Events:

- MLK Jr. Day and Service
- All Abilities Day
- Flood Safety Awareness Week
- World Water Day
- National Public Safety Telecommunicators Week
- Earth Day
- National Police Week
- Black Birders Week
- National Trails Day
- Juneteenth
- World Ranger Day
- International Lifeguard Day
- National Night Out
- Latino Conservation Week
- California Coastal Cleanup Day
- International Day of Peace
- Gathering of Ohlone Peoples
- Indigenous Peoples Day
- Sunol Heritage Festival
- Green Friday



